DOCUMENT RESUME

ED 444 907 SO 031 815

AUTHOR	Suzan, Eric
TITLE	Toward a New Citizen.
INSTITUTION	Ministry of the Interior, Mexico City (Mexico),
PUB DATE	1996-02-04
NOTE	16p.
PUB TYPE	Opinion Papers (120)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Citizenship; *Citizenship Education; *Civics; Elementary Secondary Education; Foreign Countries; Futures (of Society); *Government Role; Program Design; Social Studies
IDENTIFIERS	*Civic Values; *Mexico

ABSTRACT

This booklet discusses a program to strengthen the civic qualities of Mexican citizens in order to respond to Mexico's present and future challenges. The booklet enumerates the current situation, pinpointing indicators that show the Mexican government's need for attention: the nature of the Mexican political system does not support active participation by citizens in monitoring and influencing public policy; the proportion of women who have participated effectively in some kind of political protest is only half that of men; the hegemony of a unique party, murders with political tinges, and scandals surrounding political figures have generated a rejection of politics by certain sectors of the population; Mexican citizens are less well informed than citizens of other countries about public issues; and activities which benefit the community are not generally included in civic education in Mexico. In response to the present situation, the program's primary objective is to endow the new institutional frameworks and governmental programs with the support required for viability and effectiveness in strengthening Mexicans' civic qualities. The defining characteristics of the new citizen profile must be inspired in values and principles translated in inclinations and attitudes; but in order to have a real impact over reality, future citizens must develop certain skills (especially the various communication skills) to be able to act as participatory and active citizens within the community. The booklet states that the Ministry of the Interior (SEGOB) will contribute to spread values, principles, attitudes, and skills that must be inculcated in the 21st century citizen. It concludes by asking and answering "Who Is a True Citizen?" and "Why Must We Love Mexico?" (BT)

Reproductions supplied by EDRS are the best that can be made
from the original document.

ED 444 907

Toward a New Citizen.

by Eric Suzan

SO 031 815

PERMISSION TO REPRODUCE AND DISSEMINATE THIS MATERIAL HAS BEEN GRANTED BY

Eric Suzan

TO THE EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

1

U.S. DEPARTMENT OF EDUCATION
Office of Educational Research and Improvement
EDUCATIONAL RESOURCES INFORMATION CENTER (ERIC)

☑ This document has been reproduced as received from the person or organization originating it.

☐ Minor changes have been made to improve reproduction quality.

• Points of view or opinions stated in this document do not necessarily represent official OERI position or policy.

BEST COPY AVAILABLE

TOWARD A NEW CITIZEN

ERIC SUZAN Director de Coordinación Interinstitucional y Fomento Cívico del Gobierno Federal Mexicano
Versión 2/04/96

TOWARD A NEW CITIZEN

PROGRAM DESIGNED AND PROPOSED BY ERIC SUZAN AS DIRECTOR OF INTERINSTITUTIONAL COORDINATION AND CIVIC PROMOTION OF THE MINISTRY OF THE INTERIOR OF THE FEDERAL GOVERNMENT OF MEXICO

JUSTIFICATION:

In order to be in a condition to respond to the challenges that Mexico faces as a community, it is crucial to impel and to strengthen the civic qualities of its citizens.

We must leave behind the traditionally limited profile that we had of the citizen. Mexico requires today to promote the presence of such values, principles, attitudes and skills in the citizens, that respond to the type of citizen required by our new institutions and conditions as well as by Mexico's present and future challenges.

We can no longer keep on thinking about the good citizen as someone who simply pays due taxes or respects traffic red lights. The adjustment already made to laws and institutional frameworks in our country during the last years, necessarily require, in order to have real efficacy, to be supproted in a new citizen culture, because it are men actions what give life to Institutions.

To spread a civic culture among the population is a fundamental element needed for the consecution of the following objectives stated in México´s National Developement Program: to consolidate democracy, to impulse a New Federalism and to increase community participation in social development programs.

Although certain characteristics of citizen culture in a nation obey to differente factors, the Mexican Government has an important role to fulfill in spreading a new civic culture among mexican people which is corresponding more to the challenges of our time.

CURRENT SITUATION:

Numerous are the situations and various the indicators that show the need that Mexican Government gives a sharp attention to civic promotion:

- By itself mexican political system´s nature prevailing by decades did not incentive an active participation by citizens in monitoring and influencing public policy.

- Some of the fundamental demands formulated by political parties regarding the current State Reform that is being negotiated among the political parties and the mexican government has citizen participation as one of its main issues.

- A well know comparative research study regarding the political culture prevailing in five countries carried out during the 60´s, showed Mexicc as the country with the least intense civic culture laging behind Germany, England, the U.S., and close to Italy. The Mexican Political Culture was described by the analysts as a mixture of alienation and aspiration, characterized by the following phenomenae: the population aknowledges a limited impact and significance of government over their daily lives; the population has low expectations of equal and considerate treatment at the hands of the bureaucracy; the degrees of satisfaction citizens have regarding the political system express as a general system affect derived from the faith they have in the Mexican Revolution and the institution of the Presidency and not from the evaluation of government output or system performance;; low levels of a sense of citizens´ public responsability; an exploitative and dominative exercise of power by those in authority positions, and a rebelious-dependency reaction by those in subordinate roles; high frequencies in subjective political competence coupled with low frequencies in political performance (as measured by political information scores, voluntary association membership, and political activity), this is a tendency toward overestimating the competence of the self, a tendency to confuse aspiration with performance.[1]

- If 64% of mexicans had expresed low or no interest in politics [2] and if in the low 80´s, in a survey where they were asked to point out the kind of organizations they belonged, only the 2% affirmated to belong to parties or political organizations [3], in another survey carried out in 1989, almost 28% of mexicans manifested being affiliated to political organizations (24% to an organization affiliated to the PRI and 4% to an organization not controled by government. Within the activists affiliated to political organizations the 86% said to be a government employee). [4] Besides, there has been observed recently a sensible increment in mexicans´ disposition to political action, as it has passed between 1981 and 1990 from 7% to 24% the percentage of answears denoting positive attitudes toward political action, and from 2% to 16% the percentage of interviewed people that effectively participates in political actions. [5]

- Of Mexicans living in the rural country field interviewed in 1982 in some parts of Mexico, only 4.7% said they participated actively in politics and 55% afirmed they have no interest in politics. [6]

- If there is only a small fraction of mexicans who have participated effectively in some kind of political protest, the proportion of women is half the figures for men. [7]

---

[1] Almond, Gabriel A. y Sidney Verba. THE CIVIC CULTURE. POLITICAL ATTITUDES AND DEMOCRACY IN FIVE NATIONS. Little, Brown and Company, 1965.

[2] Al CAMP, RODERIC. LA POLITICA EN MEXICO. Siglo XXI. 1995. p.83-84.

[3] Alvarez Gutiérrez, ¿COMO SE SIENTEN LOS MEXICANOS?, in Alberrto Hernández Medina y Luis Narro Rodriguez (eds.). COMO SOMOS LOS MEXICANOS. Mexico, CREA. 1987. p.87.

[4] Los Angeles Times, agosto, 1989. Survey cited by Al CAMP, RODERIC. LA POLITICA EN MEXICO. Siglo XXI. 1995. p.88.

[5] WORLD VALUES SURVEY, 1990. "Political Action" includes boicots, manifestaciones legal or ilegal manifestations, ocupation of buildings or plants.

[6] Latapi, Pablo. VALORES DE LA POBLACION RURAL: UNA APROXIMACION. in Alberrto Hernández Medina y Luis Narro Rodriguez (eds.). COMO SOMOS LOS MEXICANOS. Mexico, CREA. 1987. p.249.

[7] WORLD VALUES SURVEY, 1990. Robert Al Camp is who cites the source without precising figures. A 16% of the interviewed (men and women) which menifested to participate efectively in political actions (cathegory which includes other kind of actions besides protest).

- In 1982 50% of the mexicans who were interviewed said they would never sign a petition or demand, 20% said they would possibly make it and 10% said they had already signed one. [8]

- In 1960 only 38% of mexicans believed they can change conditions excercising influence over the government, this number declined to 35% in 1990. [9]

- Until 1992, during 18 years the National Educational programs for childhood and younghood laked Civics as an indepent subject of study, because the old subject was merged with History and Geography to integrate the subject matter called Social Sciences. Besides, a study carried out in the low part opf the 80s concluded that mexican childreen asisting to school when civics was still taught as a subject by its own, showed low political efficacy, specially those from the lowest socio-economical backgrounds. [10]

- Before the creation of the Federal Electoral Institute, there was no area at the mexican federal government who had specifically assigned the task of making adults better citizens. On the other hand, the area of civic encouragement of the Ministry of the Interior was just created recently in 1993 and until 1995 its organizational mission enphsized exclusively the promotion of México´s national symbols: the flag, the hymn and the national seal.

- The hegemony of a unique party, murders of political tinge and scandals surrounding high political figures have generated a rejection toward politics by certain sectors of the population.

- From all the civil awards, stimulli and recompensas created by a federal act ang granted over the past 20 years, it is only the National Award to the Civic Merit, the only one that has never been granted despite the fact it was established by the 1975 act.

- From 1990 to 1995 the category of "Civic Merits" of the National Youth Award has received only the 14%, 11%, 6%, 7% and 2%, respectively, of all the proposed candidacies given (in 1995 there were 5 categories). As it can be seen the trend of civic merits´ candidacies has been showing a sharp decline in its numbers. Besides, from the 20 candidacies proposed for 1995, there were only 5 cases about young people with real civic merits (this represents only the 0.5% of all the candidacies). The other 15 candidacies were about young people who have developed some kind of work in mass media (the project to extend the number of categories to eight was cancelled because of budget constrains, so the category that was about to be created about "Mass Media" was included within "Civic Merit"). [11]

- In the 1995 elections of Citizen Advisers in Mexico City 1995 the turnout was only a 15% of the electorate. Despite the fact that different causes explain this

[8] Zavala, Ivan. VALORES POLITICOS. ?, in Alberrto Hernandez Medina y Luis Narro Rodriguez (eds.), COMO SOMOS LOS MEXICANOS. México, CREA, 1987, p.96.
[9] Ai Camp, Roderic, LA POLITICA EN MEXICO, Siglo XXI, 1995, p.105.
[10] Segovia, Rafael, LA POLITIZACION DEL NIÑO MEXICANO, México, El Colegio de México, 1975.
[11] SEP-CONDADE, Documentos de Trabajo del Consejo de Premiación del Premio Nacional de la Juventud 1995. SEP-CONDADE, Documentos de Trabajo del Consejo de Premiación del Premio Nacional de la Juventud 1995.

phenomenon such as the exclusion of political parties and citizens´ demand of electing maximum authorities of the city and only meanor ones, a relevant indicator of the weakness of community life that obstruct the emergence of well known individual figures exercising leadership over its fellows citizens.

- While in countries such as Australia, Canada and Great Britain have created special parliamentary commissions to diagnose the prevailing situation regarding citizenship and citizen participation and to formulate specific recommendations, this has not been the case in our country. [12] It was until 1994 that a Citizens´s Participation Comission was created inside Congress.

- While civic education is not a main priority in our educational system, in United States its part of the Six National Education Goals agreeded by the U.S. President with all Governors of the Union in 1990: To involve all students in activities that promote and demonstrate good citizenship; to assure that in every school in America all students learn to use thier minds well so that they will be prepared for responsible citizenship; and to guarantee that every american adult will be literate and will possess knowledge and skills necessary to excercise the rights and responsibilities of citizenship. [13] A set of voluntary standards that determine what students should know and be able to do in the field of civics and government as they complete the 4th., 8th., and 12th. grades, was designed under a process on which more than a thousand people participated, including teachers, educators, scholars, parents, elected officials and representatives of public and private organizations and groups. These standards have gained increasing acceptance and it are used along the U.S. [14] Besides, the National Assessment of Educational Progress (NAEP) has scheduled for 1988 a nation-wide assessment of the civic knowledge and skills of American 4th., 8th., and 12th. grades school students (This would be the sixth time NAEP carries out an assessment related to civics in the last 30 year period). [15]

- While in our country civic formal education it is still having a remarkable theoretical tinge, in some other countries such as the U.S., Australia, Great Britain and Canada it includes the development of basic citizen's skills through the learning by doing approach in the classrooms, as well as inside and outside school. [16] While in our country the production of videos, software, CD-ROMs and laser discs for use as devices in the training of citizens is notoriously scarce, in the U.S. these materials can be counted by hundreds. [17]

---

[12] HMSO, ENCOURAGING CITIZENSHIP, Report of the Commission on Citizenship, London, 1990; Senate of Canada, Comittee of Social, Cientific and Tecnological Affairs, CANADIAN CITIZENSHIP: SHARING THE RESPONSABILITY, 1993; Senate of Australia, ACTIVE CITIZENHSIP REVISITED, Report of The Commission of Citizenship of Australia, 1994.

[13] Center for Civic Education, CIVITAS: A FRAMEWORK FOR CIVIC EDUCATION, Calabasas, CA, EUA, 1991.

[14] Center for Civic Education, NATIONAL STANDARDS FOR CIVICS AND GOVERNMENT, Calabasas, CA, EUA, 1994.

[15] The Council of Chief State School Officers in conjunction with The Center for Civic Education and The American Institute for Research, DRAFT OF 1998 NAEP CIVICS ASSESSMENT PLANNING PROJECT. ASSESSMENT FRAMEWORK DISCUSSION DRAFT, March, 1996.

[16] Center for Civic Education, CIVITAS: A FRAMEWORK FOR CIVIC EDUCATION, Calabasas, CA, US, 1991; HMSO, ENCOURAGING CITIZENSHIP, Report of the Commission on Citizenship, London; Senate of Canada, Comittee of Social, Cientific and Tecnological Affairs, CANADIAN CITIZENSHIP: SHARING THE RESPONSABILITY, 1993; Senate of Australia, ACTIVE CITIZENHSIP REVISITED, Report of The Commission of Citizenship of Australia, 1994; Lickona, Thomas, EDUCACION DEL CARACTER, Foro Internacional Educación y Valores, Instituto de Fomento e Investigación Educativa, A.C., Mayo de 1994; SEP, PLANES Y PROGRAMAS DE ESTUDIO DE CIVISMO.

[17] Special Committee on Youth Education for Citizenship, 319 CURRENT VIDEOS AND SOFTWARE FOR K-12 LAW-RELATED EDUCATION, Chicago, IL, American Bar Association, 1993.

- While 100 works of analysis and reflection having as its main topic the citizen, citizenship and citizen political participation were published during the last ten years in the U.S., in Mexico only less than 5 titles were published over the same period.

- While in our country parliamentary moked practices by children and young people is remarkably scarce, in the U.S. it is frequently done in schools. Likewise, there is a Simulated Senate that is organized every year. For 49 years the American Legion has brought 96 highschool seniors to a university campuses just outside Washigton, D.C. were they learn through consentious acts of citizenship and playacting federal government sesions, how to be good citizens and good politicians. All the boys here are graduates of Boys State were they studied state government procedures and elected state senators, leutenant governors and governors from among their ranks. Boys State now involves 28,000 boys nationwide each year, 96 of whom are selected to advance to Boys Nation. Each Boy Senator must draft a resolutions or a bill to be presented, argued and voted on by the Boys Nation Senators. Those that pass will be forwarded to Bill Clinton to let the President know what young americans are thinking. They must be divided in two political parties and neither party has a platform until the senators create one agreed unanimously during party conventions.[18] The American Legion operates a similar program for girls. [19]

- While in our country the celebration of national contests of political debate is remarkably scarce, being oratory the predominant contest, political debate is a daily practice in other nations.

- Mexican citizens are less well informed than citizens of other countries about public issues. i.e. it has been estimated that 60 % of adults read a newspaper daily in England.[20]

- While in the U.S. the "Flag Day Procelebration´s Committee" has thousands of members all around the country, in Mexico the similar association has a family tinge integrated by only some dozens of Mexico City´s residents who promote activities in only a couple of downtown neighborhoods of Mexico City. Besides, while in our country the national flag images that are aired,in TV at the opening and closing of transmitions, is carried out by law mandate, in some places of the U.S. it are produced and aired at private individuals and organizations initiative. [21]

- When questioned in the 70s the inhabitants of the capital of the State of Veracruz, only 9% of those with low scholarity estimated they can do something about their own community´s problems. Excepticism was specially high among those with the lowest socio-economic background. [22]

- Participation in voluntary activities by mexicans is less intense than in other countries. In England, for example, more than 50% of all adults participate in some kind of voluntary tasks during the year. There are hundreds of thousands of english voluntary organizations. There are over 170,000 registered charities aimed to help

[18] Allen, Jennifer, WHO YOU CALLING BOY?, George Magazine, December 95/January 1996, New York, EUA.
[19] Uhring, Anne, YOU GO, GIRL, George Magazine, Letters to the Editor, April-May1996, New York, EUA.
[20] British Foreign and Commonwealth Office, BRITISH DEMOCRACY IN ACTION, London, England, 1994.
[21] Images transmited by Canal Fox of Terre Haute, Indiana, U.S. at the closing of its transmitions on the Wednesday 27th night of March of 1996.
[22] Fagen, Richard y William Tuohy, POLITICS IN A MEXICAN CITY, Stanford, Stanford University Press, p.117.

reducing poverty, to improve education, to extend religion, to promote welfare and community relations , to prevent racial discrimination, to protect health and promote equal opportunities. Only in London there are over 30,000 voluntary organizations and over 19,000 community groups. In England there are 400 groups in which 8,000 voluntaries participate providing practical and emotional support to victims of the crime. [23] In the case of the U.S. a 20% of adults participates in serious volunteering.[24]

- About neighborhood's organization, the contrasts are also relevant: In England there are over 130,000 groups of neighbors that develop programs aimed to reduce crime in their communities.[25] In the U.S. 61% of adults affirm they socialize with their neighboors more than once a year. In contrast, less than 3% of millions of people that inhabits the capital of the country participated in march of 1996 in the election process of those who, as Chiefs of Block, will represent their interests and inmediate needs regarding public services before Citizens Councilors and authorities of the Political Delegations that conformates the city government in the nation capital. In a 25% of the Blocks the process was not even acried out because lacking citizens interest in going to the electoral assemblies. [26]

- While in Mexico School Councils for Social Participation, created on 1992, have not yet awakened the expected of family parents and community leaders participation, in England the parents elect in each one of the 75,000 schools a father or mother to act as "Father Governor of School" by 4 years, whose task is contributing to improve the quality of the education services provided by their school.[27] In the case of the U.S. 7 million people participates in parent-teacher asociations.[28]

- Regarding popular participation in the defense of the environment, it is usefull to point out that in England, the National Fund for Ecology has over 2´000,000 members.[29] While in Mexico Greenpeace has only 1,500 people affiliated, this same organization has over 30, 000 members in England. [30]

- While in our country community benefit activities don't use to be included in formal civic education provided by public schools, it is frequently done on other countries. Thus in USA, through project Compact Campus a coalition of over 100 institutions have enlisted highschool students in public service activities as a part of their education experience.

- While in our country only 58% of mexicans do not belong to any organization and only a little bit more than half of the other 42% that belongs form part of voluntary

---

[23] British Foreign and Commonwealth Office, BRITISH DEMOCRACY IN ACTION, London, England, 1994.
[24] Putnam, Robert D., BOWLING ALONE: THE DECLINNING US'S SOCIAL CAPITAL, Journal of Democracy Volume 6, Number 1 January 1995.
[25] British Foreign and Commonwealth Office, BRITISH DEMOCRACY IN ACTION, London, England, 1994.
[26] El Financiero and La Jornada (Daily Newsapapers), Mexico City, March 26, 1996.
[27] British Foreign and Commonwealth Office, BRITISH DEMOCRACY IN ACTION, London, England, 1994.
[28] Putnam, Robert D., BOWLING ALONE: THE DECLINNING US'S SOCIAL CAPITAL, Journal of Democracy Volume 6, Number 1 January 1995.
[29] British Foreign and Commonwealth Office, BRITISH DEMOCRACY IN ACTION, London, England, 1994.
[30] Personal interview with Greenpeace Mexico's officials in the sede of the organization, March of 1996.

groups [31], in the U.S. each adult graduated from a university afirms being affiliated to an average of 2 organizations [32].

In our country the institutions more closely asociated to the government (Congress, the Police, the Bureaucracy, Politicians) are those with regrad to which the population expresses the lowest positive valuation. [33] In the particular case of representatives, senatores, public offcilias and burocrats the trust people showed in 1982 toward them is below the ones for schools, churches, courts, the army, the press, unions and policemen. [34] Besides, 46% of the interviewed said they have only some or no confidence in law. [35]

- While in our country 33% of adults show themselves having trust in people, the figures are 50%for Americans and 52% for Canadians. [36]

- In 23 of the States of the American Union citizens have the right to propose changes to their State´s Constitution. In 1984 citizens of 21 States could propose State laws to be voted by the population, right that they had excercised successfully in 60 different occasions. Besides, in 24 States citizens can propose the derogation of laws via referendum. On the other hand, in the 50 States citizens can propose laws in certain counties, cities or other governmental units. In contrast, in Mexico only the citizens of a few States have similar rights.[37]

- Since 1976, in the U.S. diverse agencies of the executive branch have been obligated by law to establish structures specially oriented for generating a systematic participation by citizens in public policy.

OBJECTIVE:

In response to the current situation adressed above, the objective of the program Toward a New Citizen is to endow the new institutional frameworks and governmental programs with the support they necessarily require for its viability and effectiveness strengthening mexicans´ civic qualities, pretending Mexico will have citizens distinguished as:

- Committed to their community in their street, neighborhood, district, state and country.

---

[31] Ai Camp, Roderic, LA POLITICA EN MEXICO, Siglo XXI, 1995, p.87.
[32] Almond, Gabriel A. y Sidney Verba, THE CIVIC CULTURE. POLITICAL ATTITUDES AND DEMOCRACY IN FIVE NATIONS, Little, Brown and Company, 1965.
[33] Ai Camp, Roderic, LA POLITICA EN MEXICO, Siglo XXI, 1995. Ai Camp cites Inglehart, Ronald, Neil Nevitte y Miguel Basáñez, NORTH AMERICAN CONVERGENCE, Princeton, Princeton University Press, 1993; Alberrto Hernandez Medina y Luis Narro Rodriguez (eds.), COMO SOMOS LOS MEXICANOS, México, CREA, 1987, p.110; Este País, agosto de 1991, pp.4-5; WORLD VALUES SURVEY, 1990
[34] Narro Rodriguez, Luis, ¿QUE VALORAN LOS MEXICANOS HOY?, en Alberrto Hernández Medina y Luis Narro Rodriguez (eds.), COMO SOMOS LOS MEXICANOS, México, CREA, 1987, p.22.
[35] Zavala, Iván, VALORES POLITICOS, ?, in Alberrto Hernández Medina y Luis Narro Rodriguez (eds.), COMO SOMOS LOS MEXICANOS, México, CREA, 1987, p.110.
[36] WORLD VALUES SURVEY, 1990. RODERIC, AI CAMP, LA POLITICA EN MEXICO, Siglo XXI, 1995. Ai Camp cites Alberto Alvarez Gutiérrez, ¿COMO SE SIENTEN LOS MEXICANOS?, en Alberto Hernández Medina y Luis Narro Rodriguez (eds.), COMO SOMOS LOS MEXICANOS, México, CREA, 1987, p.81
[37] Of 32 federal entities only 8 has them: Chihuahua, Estado de México, Guerrero, Morelos, Querétaro, Jalisco, Oaxaca y Sonora.

- Conscious that their personal welfare can not prosper without the community´s one.
- Capable of giving importance to the welfare of the community and confident in their abilities to contribute in the benefit of the community, being persistent in the prosecution of valuable objectives and showing strength to stand up for whatever convictions when conscience demands.
- Conscious that in order to achieve their individual and collective objectives, they must participate as citizens in the political process, at the national, state and local levels to monitor and influence public policy.
- Willing to sacrifice personal satisfactions for the viability of collective purposes.
- Conscious about the practical and ethical dilemmas political leaders face and about the contributions to community made by public officials.
- Identified with Mexico (more knowleable of its history, culture and traditions and more conscious of the challenges that the country faces).
- Committed to the human being, its dignity, freedom and welfare, especially that of the most needy persons.
- Capable for feeling indignation and tending to combat injustice.
- Loyal to their own people, their family, their community and their country
- Committed to the values and the principles established in the Mexican Constitution.
- Having convictions regarding democratic values
- Tolerant of the diverse thoughts, ideas, proposals and actions resulting from a plural society as well as of the advocacy of them.
- Willing to make government accountable for results and to evaluate their own contribution to community.
- Willing to keep informed on current public hapennings and affairs in their community.
- Responsible in their free expression.
- Willing to keep objectivity before reality over subjective appraisals.
- Able to exercise self-control and personal responsibility over thier actions.
- Committed to the exercise and respect of othes´ rights.
- Willing to claim their rights and fulfill their obligations.
- Convinced of the importance of universal law abidness, even though one may not be in complete agreement with every law and willigness to work through peaceful legal means to change laws which one thinks to be unwise or unjust.
- Exempted of prejudices that imperil their potential.
- *Emprendedores* in their field of activities.

To encourage in mexicans a increasing uneasiness regarding common affairs and a wish for leading common causes and an entrepeneur impetus, will allow mexican communities in towns, municipalities, cities and states to progress and offer a richer and positive social life for all.

The defining characteristics of the the new citizen profile must be inspired in values and principles translated in inclinations and attitudes but this is barely enough by itself: in order to have an real impact over reality, it is required that future citizens develop certain skills to act as a participatory and an active citizen inside its community. Such skills must be:

- The skill of getting the required information from the rigth sources.
- The skill to communicate effectively with others.
- The skill of spelling out their own points of view in an open, intelligent and reasonable way, aiming to convince and persuade rather than to manipulate, through a clear language that everybody can understand and accept avoiding a hostile, emotional or illogical argument.
- The skill to listen attentively to different points of view.
- The skill to evaluate others´ arguments and evidence and to modify, in consecuence, their own points of view.
- The skill to percive, understand and accept others´ interests and demands and to work productively with them.
- The skill of integrating, conciliating and negotiating in order to agree joint actions or to solve conflict.
- The skill for organizing joint efforts and directed them through success.
- The skill to channeling their actions through the right instances or channels considering their nature and objectives.
- The skill to present criticism to institutions, policies and authorities in a constructive way.

In the search for that new citizen it is indispensable to undertake a process of reflection regarding the profile that gives the best response to the circumstances and challenges of our time. Likewise it is indispensable to analyze which are the more adecuate means available to the Mexican Government to exercise an enhanced impact over its spread between the population.

COURSES OF ACTION:

The Ministry of the Interior (SEGOB) will contribute to spread values, principles, attitudes and skills that must be inculcated in the XXI century citizen by :

- The design, aplication and analisis of a national survey aimed to obtain a diagnosis of the current situation prevailing regarding civic culture, citizenship conceptions and citizens political participation.

- Creating a data base gatering updated and avant-garde information related to citizenship, citizens and his role in the public body; as well as diverse strategies that can be applied in the promotion of the effort of making better citizens.

- The dialogue and continuos feedback with:

  - The authorities of the Ministry of Education responsible for the plans and educational programs for elementary and high school civic education and for teachers' trainning.

  - The public officials of the Ministry of the Interior who have under its responabilities conducting the negotiations with the political parties over the issue of Political Participation by the Citizens within in the process called Reform of the State.

  - The authorities responsible for Civic Education in the Federal Electoral Institute (IFE).

  - The authorities of the House of Representatives´s Commission on Citizens Participation.

  - Mass media organizations in order to generate more consciousness regarding the relevant role they can fufill in the making of better citizens.

  - Civic promotion or civic action offices at the state and local level.

  - The Office of Citizen Attention of the Presidency, the Ministry of Auditing and Administrative Development, the *Procuraduría Social del DDF*, Federal and Local Agencies´s Offices of Complaints and similar.

  - Opinion Leaders and organizations related with the diffusion of values.

  - Other countries´ institutions specialized on civic culture, citizenship, and the roll of the citizen in the political body.

- The organization of colloquy of reflection and discussion about the profile of the new citizen and his role in the community.

- The consultation to well know personalities in the fields of academics, public education and politics regarding which qualities, values, principles, and attitudes they would like to see in mexican citizens.

- The production of a series of videos aimed to capacitate citizens, that would be promoted massively in television, schools, cultural centers, centers of leisure activities, and offices and factories.

- The creation of a document whose inclusion in the Series of Notebooks for Divulging Democratic Culture will be negotiated with the IFE.

- The publication of books and pamphlets about the same subject.

- The promotion of articles, interviews, special programs and spots related to the theme in mass media.

- The establishment of an underground saloon as a center of electronic interactive database open to the public in the Rotunda of Illustrated Men (A place were a lot of mexican exemplary men from the XIX and XX Centuries are buried).

- The establishment of the Juvenile State and National Parliamentaries program.

- The inclusion of the theme within the special programs produced by the government to promote the national flag, the state seal and the national himnn that are aired in TV during the time corresponding by law to the State.

- The promotion of the presence of the theme in diverse consumable infantile goods in advertisements of Marinela, Sabritas promotional items, etc.

- The establishment of the National Award of Civic Merit accorded by SEGOB.

The program will be in need of an intense diffusion efforts in order to cover all the institutions, opinion leaders and society in general.

WHO IS A TRUE CITIZEN?

- A true citizen is committed to his community. He acts with loyalty to his community. He thinks of himself as having a corresponsability about what happens inside it. He assumes its problems and challenges as one of his own. He collaborates so the community can progress. He takes part in community projects. He is interested and informed regarding community current affairs. He is aware that his personal welfare can not prosper without the welfare of his street, block, district, county, town or city.

- A true citizen knows his rights and makes them effective. He does everything required to fulfill his obligations. He is comitted to the exercise and respect of others rights. He understands that, just as there are rules at home and work, there must be rules also in the community. He is convinced of the rlevance of universal law abidness.

- A true citizen is in communication with authorities. He watches their action. He acknowledges their sucesses and considers their insuficiencies. He collaborates with authorities. He considers their acting upon emitting his vote. He gets mad when facing injustice suffered by others and fights it. He has a clear notion that the citizen is also co-responsible for government action.

- A true citizen builds democracy. He believes in liberty and equality for all human beings. He listens with respect others' opinions. He is tolerant on the diversity prevailing in our society. He participates in the decisions of the community. He understands everybody has different interests and concerns. He looks for common ground and aggrees mutually beneficient actions. He respects majority rule. He knows strengthening democracy is everybody´s task.

- A true citizen talks with other citizens. He keeps in touch with main affairs occuring around. He acts with responsibility when expressing his oppinions. He expresses his own points of view in an open, reasonable and clear manner, aiming to convince and to persuade rather than to manipulate. He listens with attention and respect others ideas. He changes his point of view when facing reasonable thinking and supportive evidence. His final objective is to learn, to sum and to advance.*

- A true citizen is an active and *enterprising* person. He lacks prejudices that imperil and block his potential. He aspires to excellence in his daily action. He constitutes an active for his family and the community. He keeps out of apathy and conformism, always warnes new opportunities. He looks for change in order to progress. *

- A real citizen looks for the welfare of all. He exercises self-control over his actions and *se responsabiliza de sí mismo*. He is willing to sacrifice his needs to the viability of a public purpose. He trusts his capacity, abilities and skills to help to acheive the welfare of the community. When asked for help, he is willing to.

- A true citizen enjoys coexistance and interactionn with others. He is interested in others. He approaches persons and he integrates himself to them. He is the stone over which community organizes itself. He motivates and impels. He creates a mood of harmony. He helps to solve conflicts and differences. He funnels the things to the best possible denouement.

- A true citizen acts with the example. He knows that we all learn from others: at home, at the school, at work and in the street. He keeps his promises of what is concerned to him. He helps others to integrate. He expresses his proud in being a mexican citizen. He does not limit himself to what the law concedes to his category, but he does to be worth by the facts.

WHY MUST WE LOVE MEXICO?

- Because Mexico is a place of peace and tranquility, covetted by many other nations, that mexicans have given to ourselves by the years learning to coexist, to solve our differences and to construct a best tomorrow.

- Because Mexico is a land of liberties consecrated in his laws where each one can build his own destiny, making his voice be heard by everyone, exercising his faith, dedicated to the activity he likes the most and summing his effort to others effort, where every mexican is backed by institutions that do to be worth those invaluable liberties.

- Because in Mexico we find the roots of what we are: The being of our ancestors, the soul of our identity, the greatness of our history and the fortress of our traditions, the wealth of our culture and the motive of our pride.

- Because Mexico is paradise in the air, fountain of sun and moon, earth of volcanoes and lakes, place of mountains and valleys, cradle of forests and jungles that sing, *abrigo* of islands and seas, deserts and plains, natural feat, emporium of beauty.

- Because Mexico is ours, because we have kneaded it with mud and a constant will, because Mexico is reason of our dreams and ambitions and sense of our tomorrow, because we growed in it with love and hope, because it is the earth of our parents and patrimony of our sons. Because Mexico is our home.

- Because it is born on our heart, because Mexico is in our being, because we carried it in the blood, because we are carrying the color of its soil, because we are vibrate to its songs, because we sing all together, because we satiate thirst in the pitcher of its beauty, because we feel proud of being mexicans.

- Because it is here we are building our destiny, where we are, where we create. Because in Mexico we are and in it our possibilities opens. Because Mexico is our vital space. Because in it we find our community, our tomorrow.

- Because loving Mexico we are loyal to oursleves. Because Mexico is our work and the sum of our efforts. Because we are a nation with hunger and thirst for justice that, wishing to progress, works to keep forward. Because we all are Mexico.

- Because there are no complacencies inside us: Mexico is a challenge. Because there's no apathy inside us. Mexico is our commitment. Because there's no hopelessness :Mexico is our tomorrow.

- Because Mexico recognized us, upon our rights. Because Mexico requires us, upon confering obligations. Because in it we are family, community and Homeland. Because Mexico encourages us to be pride actors and responsibles of the change.